From:	Glen Tillman [Glen.Tillman@oracle.com]
Sent:	Monday, March 10, 2003 22:21
To:	Kender,Anthony; Greene,Robert; Hammack,Lisa
Subject:	Final anti-PSFT training presentation

Importance: High

PSFT_Training_v4.2   Glen.Tillman.vcf
    ıp (96 KB)   (203 B)   The final version is attached.   For the training tomorrow the

slide
coverage is as follows:

Intro & Target Accounts (slides 1-5) - TK HRMS Differentiators (slides 6-12) - Bob What
Questions to Ask... (slides 13-18) - Bob Sample CIO Phone conversation (slide 19) - TK
Customer references (slides 20-24) - GT Sales Tools (slides 25-26) - GT Engaging HR SS's
(slides 27-29) TK

Q&A

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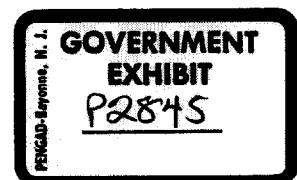
PeopleSoft HRMS v7 Attack
Field Sales Campaign

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Speaker Introductions

Tony Kender
VP, North America HRMS

Business Unit

Bob Greene
Senior Director, HRMS Sales

Consulting

Glen Tillman
Director, HRMS Product

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Agenda

- Opportunity (Why Target PSFT Accounts)
- Target Accounts
- Oracle HRMS Key Messages
- What Questions to Ask
- Reference Customers
- Sales Tools And Resources
- Q&A

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Why Target PeopleSoft Customers?

PeopleSoft customers are being pushed hard to "upgrade to v8

- V8 has had 7 false starts and customers are not confident.

Higher Total Cost of Ownership (TCO) with PeopleSoft

V8 "upgrade" is a re-implementation, not an upgrade

PeopleSoft charging v7 users a premium fee to remain on v7

Integration to Financials where Oracle Apps installed

Superior Oracle HRMS functionality

- Global capabilities
- iRecruitment
- Learning Management/Training Solutions
- Self Service

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Target Accounts (Segmentation):

Organizations with PeopleSoft HR AND Oracle
Financials or other Oracle Applications installed – Small,
targeted list

Organizations with PeopleSoft HR and Oracle Database,
but without other Oracle Apps.

ASM will contact CFO / CIO/ COO
· HR Solution Specialist will contact VP of HR

Oracle Direct Blitz scheduled for April 19th to the
remainder of the account list – Phase II

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Oracle's HRMS Solution

Key Messages

Oracle HRMS Differentiators

Oracle's Information Architecture

- Consolidates data across Oracle
- Single data model allows for one definition of customers, suppliers, partners, and employees across all modules

PSFT requires separate databases for HR, Financials, SCM, and CRM

E-Business Suite Integration

- All Oracle apps. are seamlessly integrated and can be implemented in modular fashion

PSFT requires separate databases and many products have different technologies as the backbone

Maintenance, Upgrades, and Enhancements

- HR family packs come out 3x per year and are cumulative so that customers can upgrade at their convenience

PSFT upgrades are not coordinated across the "suite", so updates are released separately by each product family

Oracle HRMS Differentiators

Better Information and Performance at Lower Cost

- Fewer databases = easier to share information across org.
- Provides better data integrity
- Reduces costs by eliminating duplicate data centers, hardware and IT infrastructures

PSFT requires separate databases for HR, Financials, SCM, and CRM

Manage by Fact with Daily Business Intelligence

- Daily summaries of every line of business
- Real time information with embedded data warehouse (no batch processing)

PSFT Workforce Analytics does not provide real-time information

Integrated Global Functionality

- Manage worldwide operations using a single, standard installation with HRMS global engine
- Consolidated data globally while ensuring statutory and regulatory compliance

PSFT requires separate databases/instances for various global regions and has not standardized to a single-source code

Oracle HRMS Differentiators

Reduced Complexity and Cost

- Fewer components means less complexity
- Streamlined processes and architecture means reduced duplication and lower costs
- HRMS can run in one global instance of a single database
- HRMS is built on a unified data model that supports all other EBS applications

PSFT has taken disparate products and cobbled them together. This approach means more potential problems and incompatibility issues because the apps were not designed to work together from the start.

Proprietary code and development tools (PeopleTools is not java compliant, and PeopleCode programming code is not based on open standards)

Separate, Client-side reporting and analysis tools

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Oracle HRMS Differentiators

Faster Implementation Leads to Rapid ROI

- HRMS offers choice and flexibility in implementing the various products
- Open architecture and single data model allow customers to deploy individual modules, business process flows, or the entire suite
- Oracle Outsourcing (hosting) removes the burden of implementation and maintenance
- Oracle Consulting offers low cost, rapid implementation offerings, *Business Flow Accelerators*

Upgrading to PSFT HR v8 is a major architectural shift and likely requires outside consulting help. It may also require new or more web servers to handle the additional load of web-enabled solutions.

Flexible Applications Create Value and Reduce Costs

- HRMS is designed for both casual and professional users

PSFT HR v8 is specifically designed to support the casual user. (Amazon.com example)

Oracle HRMS Differentiators

Configurability, Not Customization

- Configuring reduces implementation and upgrade time and can still tailor the system to the org.'s business requirements
- Workflow is enabled for all major HR business processes

PSFT users must separately install PeopleTools C++ development environment in order to make changes to the screens or workflow processes.

Every change, no matter how minor, is a customization and must be accomplished with PeopleTools

Upgrade Costs: Oracle vs. PeopleSoft

- "There are no incremental licensing fees when upgrading from Oracle apps 10.x or 11.x to Oracle 11i modules." (Current Analysis, May 2002)

"Due to PSFT's new enterprise licensing model, most customers must pay additional licensing fees when upgrading from v7 to v8 modules." (Current Analysis, May 2002)

Oracle HRMS Differentiators

The Quick Summary:

Better Information at lower cost, including DBI that displays key performance indicators on a daily basis.

Reduced complexity of both applications and architecture, resulting in lower cost and easier deployment.

Rapid ROI due to quicker implementation times, flexible outsourcing options, and easy upgrading terms.

True internet-based applications that are accessible worldwide via a simple browser.

Applications that can be easily configured to align with a company's business processes

Open architecture and standards that allow integration with other legacy and 3rd party applications.

What Questions to Ask...

About the Cost of Release 8.0

What is Extended Enterprise Licensing, and why are customers currently on maintenance, who are supposedly entitled to free upgrades, being charged additional license fees to upgrade to version 8?

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Comparing Customer Care: The Costs

In a letter to all customers dated July 11, 2002, PeopleSoft informed them that extended support beyond the previously announced April 15, 2003 desupport date would be available – for a fee.

For a company of >5,000 employees the costs ranged from $150,000 to $210,000.

This fee is over and above the regular annual maintenance fee, and is for one year only (NO support thereafter).

This fee pays only for statutory and regulatory, and patches/fixes. No new functionality

Comparing Previous Release Support Costs

Year Post Release	Oracle Support	Brand "P" Support
0 - 1	Regular Maintenance	Regular Maintenance
1 - 2	Regular Maintenance	Regular Maintenance
2 - 3	Regular Maintenance	Regular Maintenance + up to $210K
3 - 4	Regular Maintenance	Not Supported
4 - 5	Regular Maintenance	Not Supported
5 - 6	Regular Maintenance	Not Supported

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About the Difficulty of Upgrading

What specialized upgrade tools has PeopleSoft
offered its clients who are more than one release
back and who may have customized code?

Does the client have to re-write the customizations
of each panel into HTML?

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About Workforce Analytics

Do you feel it is important to have the most accurate and timely data available to make informed decisions?

How can Workforce Analytics be effective if it uses frozen, point-in-time data built some time previously? (using Workforce Analytics Workbench)

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About Their Global Strategy

Since version 7.5, PeopleSoft has developed a completely new global design, including application functionality and the data model, at the same time as developing their applications in a brand new technology.

So can all applications for all country versions can run on a single instance? Do they use a single code tree?

A Sample Phone Conversation:

Mr. CIO,

18 Oracle customers have replaced PeopleSoft HR with Oracle HR recently, due to Oracle HR's lower cost of ownership.

Companies like Accuity, Michael's Stores, Echostar and Fila have all saved money and streamlined their back office functions by replacing their old PeopleSoft HR systems.

Do you have plans to upgrade to version 8?

Are you being asked to pay additional fees to upgrade to v8, even though you are current on maintenance?

If you are staying on v7, are you being asked to pay additional fees to do so?

I'd like to meet with you and discuss some of the ways our customers have saved money and how you might also.

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Reference Customers

PeopleSoft Takeaway Customer **FILA**

FILA USA, a leading manufacturer of footwear and apparel for sports and leisurewear replaced PeopleSoft
with Oracle HRMS, Oracle Self-Service HR, Oracle Advanced Benefits and Oracle HR Intelligence

> Constrained by their existing HRMS system, Fila was searching for ways to reduce the administrative costs of supporting the applications while increasing the flexibility and functionality of the system
> FILA USA will save $60,000 a year in support costs alone by moving to Oracle HRMS
> Fila chose Oracle for it's ability to automate critical HR functions, lower operating costs and empower employees with robust, easy-to-use self-service functionality.

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PeopleSoft Takeaway Customer **SAcuity**Brands™

The world's leading lighting fixture manufacturer replaced PeopleSoft HR with Oracle HRMS and Payroll

Live on Oracle HR and Payroll

Dramatically reduced number of disparate systems requiring to be maintained

- Selected Oracle HR for it's product depth, scalability, and inherent flexibility with data-level integration
- Feels Oracle HRMS had much more robust self-service and benefit capabilities than PeopleSoft
- They have seen a reduction in cost by moving from PeopleSoft HR and legacy payroll to Oracle HR

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PeopleSoft Takeaway Customer

Echostar is a leader in the satellite TV industry and delivers Direct Broadcast Satellite (DBS) television products to customers worldwide.

Live with Oracle HRMS and HR Self-Service

- Reduced maintenance costs by moving to Oracle

- Oracle provided customer with a single source of truth for information, something they were unable to achieve with PeopleSoft

- The PeopleSoft application had been customized to the point that any upgrade would have required a full installation of the product and it was more cost effective to move to Oracle.

Available to Take Reference Calls

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PeopleSoft Takeaway Customer *Michaels*
THE ARTS AND CRAFTS STORE

Michael's Stores is the world's largest retailer of arts, crafts, framing, floral, decorative wall décor and seasonal merchandise for the hobbyist and do-it-yourselfer home decorator.

- 720 Retail Stores across U.S. and Canada

- Over 30,000 employees

- Because employees will be managing their own information, HR staff will spend less time on administrative tasks and more time on strategic activities such as recruiting and employee relations.

- Replacing PSFT HR with Oracle HRMS – Michaels expects to improve data integrity, increase operational efficiencies, and develop better workforce intelligence, automate the hiring, termination, and benefits selections processes .

Profiles:
http://www.oracle.com/customers/index.html?humanresources.html
To schedule a reference call, contact Kara.Cummings@oracle.com

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Sales Tools
And Resources

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Available Collateral

Sales Cheat Sheet

Unsolicited Sales Letter

Business White paper

Qualifying Questions

Customer References

Data Sheets

Flash Demo

Press / Analyst articles

Web Seminar

Competitive Info

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Engaging with HR Solution Specialists

Your HR SS will be able to assist you in clarifying any of the points reviewed today. They will also call into the VP of HR with the same message.

They will be tasked to track the contacts and appointments made by you for this campaign, which will be summarized and reported back to Keith and sales management.

The time is right to try to dislodge a few more PS HR customers. Don't underestimate their displeasure and concern with PeopleSoft right now.

These calls are to be made on <u>Wednesday, the 12th</u> with follow up calls continuing until you have made contact with each company assigned to you.

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Key Contacts

	VP	RVP	RM	ABU
Strategic Accounts West Applications East Applications	This mapping available on NAS Dashboard			

HR Sales   Tony Kender   610 722 2196

              Mark Reid   919 465 5011

              Richard Sherwood   714 431 2735

              Ron Feldman   978 345 0013

Marketing   Glen Tillman   650 506 2621

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PeopleSoft Competitive Intelligence Help Desk

Need information on competing against PeopleSoft or have questions during the PeopleSoft Attack Campaign?

E-mail or leave a detailed voice mail message at the PeopleSoft Competitive Help Desk for a response within 24 hours:

psftci_us@oracle.com
Voice Messages: 312-651-8009

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Q&A